



17<sup>th</sup> October 2009

To Whomever it May Concern

**Regarding : L J Hooker Design studio and L J Hooker Project Marketing**

I can confirm that Sobha Constructions has engaged L J Hooker in a number of capacities and have found them to be a capable and efficient organisation capable of first class delivery on a large scale.

Sobha Constructions currently have 20 active projects and we have used two divisions of L J Hooker to provide the following services;

***L J Hooker Design Studio***

L J Hooker Design Studio have provided creative and design work on a number of our projects including rebranding, logo design, creation of emarketing, creative design of collaterals, creative design of media, creative design of outdoor advertising, media scheduling and placement plus site office and display design.

We have found L J Hooker to be generally superior to the regular advertising agencies we have used in the past due to their innate understanding of our business gained from their own extensive background in property sales and marketing.

They have better more holistic solutions, quicker service and more cost effective outcomes.

***L J Hooker Project Marketing***

L J Hooker has proved to have a capacity of being able to handle large volumes of stock in a professional manner.

They have excellent data systems and buyer tracking mechanisms together with first class local sales teams.

Services at this point include providing rental and letting management solutions to our buyers as well as general sales and marketing.

Yours faithfully,

SOBHA DEVELOPERS LTD.